

Great Organ at 8.30,
9 and 4.50
Peterborough Chimes at Noon

WANAMAKER'S

Store Opens at 8.30

WANAMAKER'S

Store Closes at 5

WANAMAKER'S

WEATHER
Fair

The Best Furniture Sale for You Is the Sale in Which You Are Surest of Finding the Furniture You Want

We Cannot Always See Where the Road or River Winds but if we know and are sure where it ends, that's quite enough.

But its ending is not a matter of chance.

One has to map out his journey and keep on steadily according to the map, despite hurricanes, rainy days and often dark nights.

To feel sure, however long and winding it is, that you are safe and making progress and will anchor at the right dock is the whole thing. A map is of no use unless you consult it and mark where to look for lighthouses.

This page is a map when on shore and in need.

[Signed] *John Wanamaker*

August 1, 1918

News of An August Clearance Sale of 500 Summer Dresses for Women \$3.75 to \$38.50

Scant consideration has been given to their former prices! These are the ones of a kind, the incomplete sizes, the odd lots, of many lots of Summer dresses, and in the whole five hundred a woman would probably find three hundred different styles, if she had the time and the inclination to look.

There are morning and afternoon dresses, as well as charming dresses for better wear.

Among the materials you may expect to find practically everything that is fashionable this season—crisp organdies and cool voiles and dotted Swisses, transparent nets and soft batistes, fine handkerchief linens and heavier linens, the popular calicoes and sturdy gingham.

The colors are the prettiest imaginable—pinks and pale blues, maize and violet shades, Nile green and sea green and flowered and dotted and striped effects in many colors and combinations. And there are all-white dresses, too.

\$3.75, \$4, \$5, \$7.50 and on up to \$38.50 is the way prices run.

With all this month and a great part of next month in which to wear them, foresighted women will realize what an opportunity this is to replenish wardrobes and get two dresses for the usual price of one.

(First Floor, Central)

The Fashionable Fringes

for sash ends and gown trimmings and other purposes, are here in interesting variety.

There are plenty of the much-wanted dark blue silk fringes, plain and knotted, and in many widths.

And there are black fringes, too, and fringes in all the popular colors.

The prices are moderate.

(Main Floor, Central)

Delightful Little Things for the Littlest Baby

The new layettes are made up from \$10 to \$1000. They consist of the baby's dresses, flannel and white petticoats, slippers, bands and socks. The garments are both machine and hand made.

The basinettes are from \$48 to \$75.

Baskets are trimmed to order from \$7.50 to \$28.

Baby scales are \$7.50.

Hand-painted wooden cribs and wardrobes to match, \$65 and \$100.

(Third Floor, Chestnut)

We've Reduced All the Spring Suits for Young Women to \$15 and \$20

Chiefly dark blue—so you will see how desirable they are. There are black suits, too, and checks as well as other good colors.

Conservative, good styles, useful for much practical wear. All well cut and tailored, daintily lined and uncommonly good value for \$15 and \$20.

14 to 20 year sizes.

(Second Floor, Chestnut)

A Good Time for Any Shirtwaist-Needing Woman

We are having a Summer sale of such good shirtwaists at such little prices that it would pay any woman who needs some to come in and investigate.

Waists at \$3.85—of crepe de chine and crepe Georgette, in white or flesh color. Ever so many pretty styles, some tucked, some embroidered.

Lingerie Waists, \$1.50 — of snowy white, usually, some with a brightening touch of color. Some trimmed with laces and embroideries.

(East and West Aisle)

200 Chambray House Dresses Special at \$1.85

Of sturdy blue chambray, they are made in simple one-piece style with collar and cuffs.

Plenty of sizes—and particularly good for the price.

(Third Floor, Central)

Women's Fine New Winter Coats Are Here

—And Women Are Buying Them

Women passing through town on their way to the shore or the mountains, as well as Philadelphia women who know and appreciate fine wraps, are buying many of these handsome coats now. They are the distinguished looking, unusual coats of which we usually have but one or two of a kind, and it is not a bad idea at all to get what you like if you see it now.

A handsome Bolivia coat in one of the new soft brown shades, has long roll collar and cuffs of beaver. It is \$225.

Burgundy duvetyne of beautiful quality, with mole fur, is another charming combination. There is a collar, belt and hanging pockets of the moleskin. \$275.

Rather cape-like is a beautiful wrap of taupe-colored duvetyne, with collar, vest and cuffs of moleskin. \$325.

Another stunning duvetyne wrap is in black, with black lynx collar and cuffs, and much rich chenille embroidery. \$300.

Zenobia is another fashionable fabric—one coat, in a deep violet shade, has a nearseal collar and cuffs. \$175.

And there are other coats, of the loveliest fabrics—soft and beautiful, with trimmings of natural squirrel and mink. And all are richly lined with soft figured and novelty silks in harmonizing colors.



(First Floor, Central)

THERE is shown in one of our Juniper street windows an interesting collection of little things made by the wounded soldiers of France. Most of them are made out of faulty shells. There are some whimsical little figures, and the work on some of the paper cutters is quite unusual.

A KHAKI shirtwaist which is cut on military lines is particularly suitable for a fair soldier of the soil. Price \$3.50. (Third Floor, Central.)

WHITE leather belts are very smart with dark sweaters and very fresh with white clothes. We have them in many widths at various prices. (Main Floor, Central.)

THE cry from Paris is sashes! Attractive ones are in Roman stripes at \$4.50. (Main Floor, Central.)

A GLASS crock keeps butter sweet and fresh, is easily washed and holds a pound. Price 35c. (Fourth Floor, Market.)

ICE GRIPS are just the thing to handle ice with; they protect the hands and the ice just can't slip. Price 25c. (Fourth Floor, Market.)

AN ATTRACTIVE electric fan for the bedroom is a gilded, 6-inch adjustable one at \$7.75. (Fourth Floor, Central.)

A BRIDE would be charmed with an oblong pillow slip of imitation flit, which is 60c. (Second Floor, Central.)

A MONEY BELT is really necessary for the man in the Service—he has no pockets. A very secure one is of canvas in white or blue, with a patriotic eagle to be embroidered in. Price \$2. (Second Floor, Central.)

NEW knitting bags are in basket shapes of dark blue silk, lined with lighter colors. \$3.25. (Second Floor, Central.)

A MASS of tiny roses, lace and gold braid combine themselves to make the loveliest picture frame imaginable, whose nationality is French. Price \$20. (Second Floor, Central.)

FALL house cleaning is drawing nigh. Good housewife, be prepared with a supply of oleine soap! 60 cakes in a box for \$5.75. (Fourth Floor, Central.)

DON'T rub your finger ends off cleaning pots and pans, when a little scraper will do the work for 15c. (Fourth Floor, Market.)

WHETHER it rains or shines, our crop of artificial fruit and flowers flourishes just the same for your hat or dress trimmings. (Second Floor, Chestnut.)

A DAINTY, fresh-looking set of table dollies is of imitation flit, at \$3.25. (Second Floor, Central.)

200 Women's Umbrellas at \$2.50

When we tell you that these umbrellas are of silk-and-cotton, with steel-tempered frames, silver or colored bakelite tops and are all guaranteed for one year—we have told you their story. The moral is—a wise woman will buy one!

(Main Floor, Market)

"Queen Mary" Soap Is Pure

And delightfully scented. The bath tablets come in rose, violet, cold cream and verbena, at 10c a tablet—\$1.20 a dozen.

The peroxide and vegetable bath soap comes in large cakes at 15c a cake, \$1.65 a dozen.

(Main Floor, Chestnut)

A New Oz Book "The Tin Woodman of Oz" By Frank L. Baum \$1.25

Children who have read the Oz books will be delighted to meet again many of their old friends and favorites in this new volume.

(Book Store, Main Floor)

The Complete Dressmaker and Home Milliner, 35c

Women who never sewed before are making their own hats and dresses now. For their guidance Mary J. McIntyre, instructor of dressmaking at Pratt Institute, has written this book. We have secured a limited number to sell at about a fourth the regular price.

(Book Store, Main Floor)

Cameras to Picture Vacation Days

Memory plays many a queer trick sometimes, and pictures do not lie. You will be glad to have pictures of those gay, glad times together, and your vacation pleasures will linger through the winter.

There are Brownie cameras from \$2 to \$4.50.

Folding Kodaks from \$7.50 to \$60.

We carry at all times a stock of odd-size films for cameras that are no longer being manufactured.

(Main Floor, Market)

Delicious Cream Fruits, 50c a Pound

Big prunes and dates, pitted and then generously stuffed with vanilla cream—you've no idea how good they are till you taste one! 50c a pound and deliciously fresh.

Sea foam kisses are another delectable confection—they are in strawberry, chocolate and vanilla flavors. 50c a pound.

And there are no caramels so good as the Wanamaker caramels—all the caramel lovers will tell you that! 60c a pound.

(Down Stairs Store, Chestnut)

Many Ears Show Close-Fitting Earrings

for they are quite the fashion just now and are much worn.

Close-fitting earrings of imitation lapis lazuli, 50c, 75c and \$1 pair.

Novelty earrings, 50c to \$1 pair.

Pearl earrings in different styles (imitation pearl of course), 50c, 75c and \$2 pair.

(Jewelry Store, Chestnut)

THIS is the Sale, the Wanamaker August Furniture Sale, the whole strength of which lies in the fact that it is the best sale for the customer.

For any sale to be the best sale from the customer's standpoint it must present the greatest choice of the most desirable furniture at prices which the customer cannot improve upon. The sale of which that is true cannot help being the best sale for you to buy your furniture in.

That it is true of this sale there is no doubt.

It is as clear as can be that the variety of desirable furniture in this sale is incomparably greater than can be found anywhere outside of it.

No other variety around here comes near enough to it even for serious comparison.

From your point of view the advantage in this is clear, or ought to be. It is just plain common sense to say that for you there is an advantage in being so much more certain of finding the furniture you want in this stock than you can be of finding it anywhere else.

Along with that, when you choose here, you are more certain of quality and of low price because the great magnitude of this sale gives us all the more power to insist on quality and to insure low prices, and we are not slow in doing either.

The stocks are so vast that it is hard to single out individual groups for reference. Chamber suits and dining-room suits on the Sixth Floor, in all the beauty of expertly finished mahogany, walnut and oak, and in a rich assortment of classic designs, are probably unprecedented in excellence and genuine good value.

And the living-room assortments on the Fifth Floor are equally fine in their way.

(Fifth, Sixth and Seventh Floors)



ON THE AISLE TOMORROW

2400 Pair of Men's Half Hose at 20c a pair

Black, tan and navy blue cotton half hose. A good, serviceable quality that is ordinarily a half more.

(West Aisle)

Men's Milan Straw Hats, \$1 Were Three Times This

Milan hats are of soft, flexible straw and are extremely comfortable. These are in Alpine shapes and are imported from England.

At \$1 they are a "find."

(Main Floor, Market)

Some Rather Fancy New Handbags

Colors are tan, gray, brown, blue and green, and the bags are in flat, pouch and regular shapes.

A variety of leathers among them; some plain, others in a grain so heavy that it presents a two-color effect.

Prices \$1 to \$3.50.

(Main Floor, Chestnut)

New Rugs Enhance New Furniture

People who put handsome new furniture on worn, old floor coverings must not expect a room to look as well as if the rugs were fresh.

We are holding a sale of fine domestic rugs at savings of a fourth to a third on regular prices. Among them are some of the finest domestic rugs made. Prices on the following give an idea of the savings on other sizes:

9 x 12 Ft. Rugs

High grade and standard Wiltons—\$47.50, \$68.50 and \$78.50

Axminster—\$32.50 and \$37.50

Colonial rag rugs—\$11.50

(Seventh Floor, Chestnut)

Selling Famous Wanamaker Wardrobe Trunks at Reduced Prices

A limited lot of these fine and famous trunks has come to us to sell at

\$25 for Steamer Size

\$32.50 for Travel Size

The steamer size trunk holds 10 gowns or 5 suits. The bureau section has one large drawer and two smaller drawers. The travel size trunk holds 18 gowns or 10 suits, and the bureau section has five drawers.

Very fine and valuable trunks, despite the low prices.

(Fourth Floor, Market)

Our Own Kind of Mattresses Only in the August Sale

That is to say, the kind we sell all the year means that the materials are thoroughly clean and the making good and workmanly.

The only difference is in the prices, and they are less than 10 per cent in any case, and in some cases reduced as much as 25 per cent.

The sale also includes feather pillows and bolsters, as well as a variety of good springs, both of the woven steel wire and the upholstered box type.

Hair mattresses for single beds (36x76 inches), \$13.75 to \$29.35.

Hair mattresses for double beds (54x76 inches), \$22 to \$40.

Felted cotton mattresses for double beds (54x76 inches), \$14.50 to \$36.

Cot sizes, in both hair and cotton, at prices smaller in proportion.

(Sixth Floor, Chestnut)

Never Such a Variety of Dinner Sets, Specially Priced at \$17.50 to \$40

Neither in peace-times nor in war-times have we such a wonderful assortment of English and American porcelain dinner services at these prices—and these are "bread and butter" division of a china stock. They are such varied wealth of border patterns and gold treatments that every imaginable taste can be satisfied.

Along with that, the sets are of good quality, one of them a "first selection," which means that they are up to standard in body and decoration.

And every set in the collection is at a special price, \$17.50 to \$40.

(Fourth Floor, Chestnut)

The "Perfection" A New Tennis Racquet

Perfectly balanced and strung with finest gut. Its price is \$12.50.

From this price all the way down to \$1.50 we have a large collection of tennis racquets, including many of the most famous.

Wright and Ditson, Paramount and other tennis balls, \$5.50 a dozen.

Tennis nets, \$2.50 to \$12.

Tennis posts, \$2.75 to \$27.50.

Racquet cases, 50c to \$1.25.

Marking tapes, \$5 to \$8.

(The Gallery, Chestnut)

